

IN THE CLAIMS:

Please amend the claims as follows:

1.-32. (Cancelled)

33. (Currently Amended) A method of gathering information relating to consumption of broadcast content, the method comprising:

preparing a description of the broadcast content;

adding to said description an instruction to notify a given party of one of the group comprising intended reception of said content and consumption of said content; and

transmitting said description to a plurality of receiving stations.

34. (Currently Amended) A method according to claim 33, comprising:

preparing a schedule for broadcasting content; and

including said description in the schedule;

wherein transmitting said description to the plurality of receiving stations comprises transmitting said schedule to the plurality of receiving stations.

35. (Previously Presented) A method according to claim 33, comprising adding to said description an instruction to notify said given party of intended continued reception of said content.

36. (Previously Presented) A method according to claim 33, comprising adding to said description an instruction to notify said given party of intended cessation of reception of content.

37. (Currently Amended) A method according to claim 33, comprising broadcasting said content if in response to a receiving station notifies notifying said given party that it intends to receive said content.

38. (Previously Presented) A method according to claim 33, comprising receiving notifications from receiving stations.
39. (Previously Presented) A method according to claim 33, comprising counting a number of receiving stations which notify said given party that they intend to receive said content.
40. (Previously Presented) A method according to claim 33, comprising counting a number of receiving stations which notify said given party that they are receiving said content.
41. (Previously Presented) A method according to claim 33, comprising preparing said description of said content according to the Session Description Protocol.
42. (Previously Presented) A method according to claim 33, further comprising identifying a region from which said notification is received and transmitting said item of service in said region.
43. (Previously Presented) A method according to claim 33, further comprising identifying a region from which a notification is received and broadcasting said content in said region.
44. (Previously Presented) A method according to claim 33, further comprising identifying a region from which no notification is received and not broadcasting said content in said region.
45. (Currently Amended) A method, ~~in a receiving station, of providing information relating to consumption of broadcast content, the method comprising:~~ receiving a description of said broadcast content; determining whether an instruction has been added to said description, said instruction being to notify a given party of one of the group comprising intended reception of said content and consumption of the said content; and

~~if determined in response to determining~~ that said instruction is added to said description, then transmitting, to said given party, a notification of intended reception of said content.

46. (Previously Presented) A method according to claim 45, comprising:
receiving a schedule of broadcasting content, said schedule including the description of said content.
47. (Previously Presented) A method according to claim 45, comprising:
receiving said content.
48. (Previously Presented) A method according to claim 47, further comprising:
transmitting, to said given party, a notification of intended continued reception of said content.
49. (Previously Presented) A method according to claim 48, further comprising:
transmitting, to said given party, a notification of intended cessation of reception of said content.
50. (Currently Amended) A method ~~of controlling a broadcasting network, said broadcasting network including a base station for broadcasting content in a predetermined region, said method comprising:~~
~~counting a number of notifications of intended reception of broadcast content received from receiving stations located in said predetermined region and~~
~~if in response to said number of notifications equals or exceeds equaling or exceeding a predetermined number, broadcasting said content in said predetermined region.~~
51. (Previously Presented) A method according to claim 50, further comprising:
preparing a description of broadcast content;
adding to said description an instruction to notify a given party of intended

reception of said content; and

transmitting said description to a plurality of receiving stations.

52. (Currently Amended) A method according to claim 50, further comprising:

~~if in response to said number of notifications falls~~falling below said predetermined number, stopping broadcast of said content in said predetermined region.

53. (Currently Amended) A ~~computer program product~~computer readable medium storing a computer program comprising instructions which, when executed by data processing apparatus, causes said data processing apparatus to perform the method according to claim 33.

54.. (Currently Amended) Apparatus ~~for gathering information relating to consumption of broadcast content, the apparatus comprising:~~

a processor ~~for preparing~~configured to prepare a description of ~~the broadcast~~ content and ~~adding~~add to said description an instruction to notify a given party of one of a group comprising intended reception of said content and consumption of said content; and

a transmitter for transmitting said description to a plurality of receiving stations.

55. (Currently Amended) Apparatus ~~for controlling a broadcasting network, said broadcasting network including a content provider, a network element for routing content and a base station for broadcasting content in a predetermined region, said apparatus comprising:~~

a receiver ~~for receiving~~configured to receive, from a receiving station, a notification of intended reception of broadcast content;

a processor ~~for determining~~configured to determine whether said notification is received from a receiving station located in said a predetermined region and

a transmitter for instructing said~~configured to instruct~~ a network element to

route said content to ~~said~~ base station for transmission in said predetermined region.

56. (Currently Amended) ~~A receiving station for providing information relating to consumption of broadcast content, the receiving station Apparatus comprising:~~

~~a receiver for receiving configured to receive a description of said broadcast content;~~

~~a processor for determining configured to determine whether an instruction has been added to said description, said instruction being to notify a given party of one of a group comprising intended reception of said content and consumption of said content; and~~

~~a transmitter for transmitting configured to transmit, to said given party, a notification of intended reception of said content if in response to said instruction is being added to said description.~~

57. (Currently Amended) ~~A system for presenting program schedule data on a display of receiving station, said system computer-readable storage medium having stored thereon a data structure, comprising at least a schedule data for broadcasting content, the schedule data being organized to include at least partly an instruction to notify a given party of consumption of content.~~

58. (New) A method according to claim 33, comprising transmitting said description to a plurality of receiving stations.

59. (New) Apparatus according to claim 54, wherein the processor is configured to prepare a schedule for broadcasting content and to include said description in the schedule and the transmitter is configured to transmit said schedule.

60. (New) Apparatus according to claim 54, wherein the processor is configured to add to said description an instruction to notify said given party of intended continued reception of said content.

61. (New) Apparatus according to claim 54, wherein the processor is configured to add to said description an instruction to notify said given party of intended cessation of reception of content.

62. (New) Apparatus according to claim 54, wherein the processor is configured to prepare said description of said content according to the Session Description Protocol.

63. (New) Apparatus according to claim 56, wherein the receiver is configured to receive a schedule of broadcasting content, said schedule including the description of said content.

64. (New) Apparatus according to claim 56, wherein the receiver is configured to receive said content.

65. (New) Apparatus according to claim 56, wherein the transmitter is configured to transmit, to said given party, a notification of intended continued reception of said content.

66. (New) Apparatus according to claim 56, wherein the transmitter is configured to transmit, to said given party, a notification of intended cessation of reception of said content.